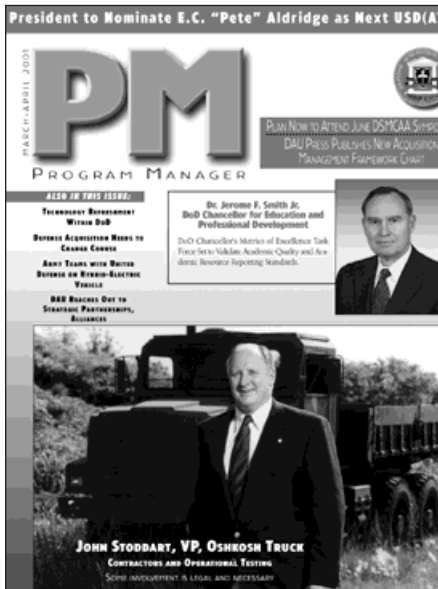
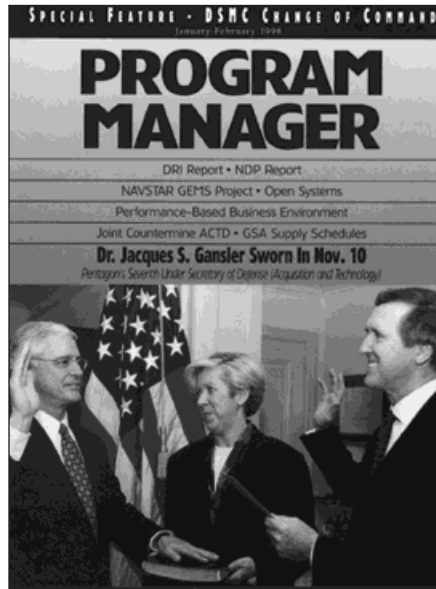


PROGRAM MANA

THREE DECADES OF PUBLISHING POLICIES, AFFECTING PROGRAM MANAGEMENT A



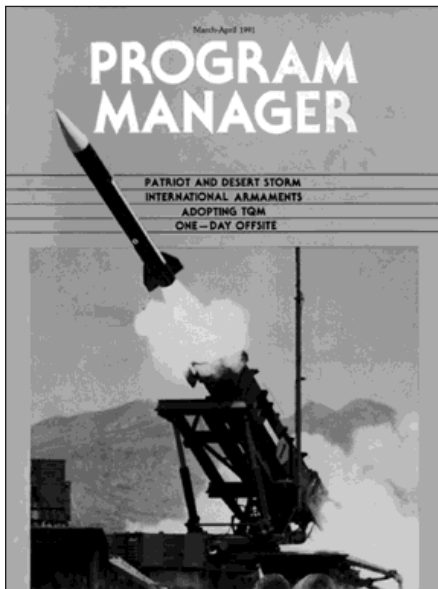
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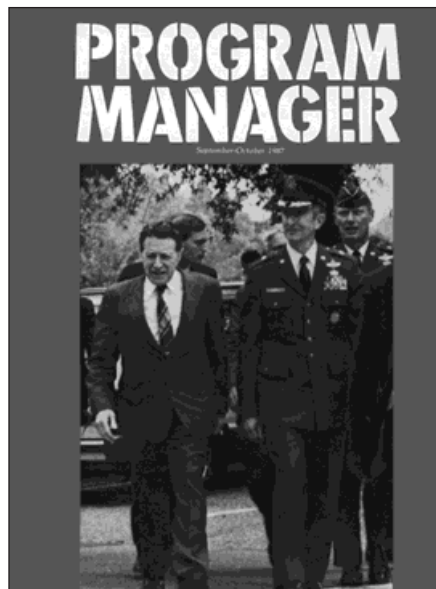
January-February 1998



September-October 1996



March-April 1991



September-October 1987



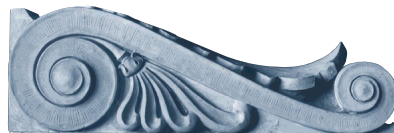
January-February 1983

The original predecessor of today's *Program Manager* magazine was the *Program Manager's Newsletter*, started by the Defense Systems Management School (DSMS) in 1972. Published quarterly, each issue consisted of eight pages. From its inception, the *Newsletter* quickly became the principal means of communicating with the acquisition community. Within two years, its distribution reached 7,000 copies per issue, with an average of 32 pages. Though the target audience

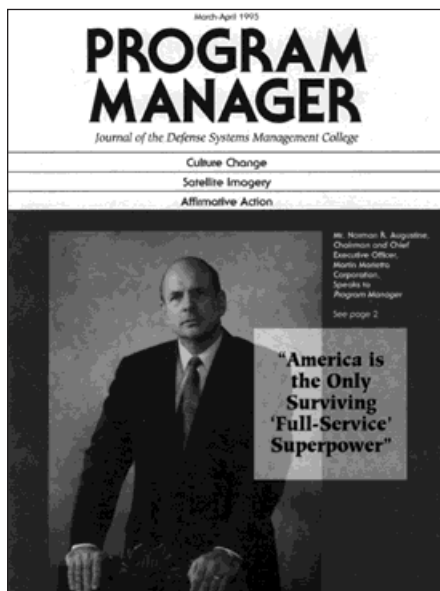
was originally envisioned as mainly the graduates of DSMS courses, soon other acquisition professionals began requesting copies.

In 1976, DSMS was realigned, reorganized, and renamed the Defense Systems Management College (DSMC). The *Newsletter*, now under the auspices of DSMC, was changed in 1978 from a quarterly to a bimonthly publication with an enhanced format, image, and number of pages. In 1979, the name

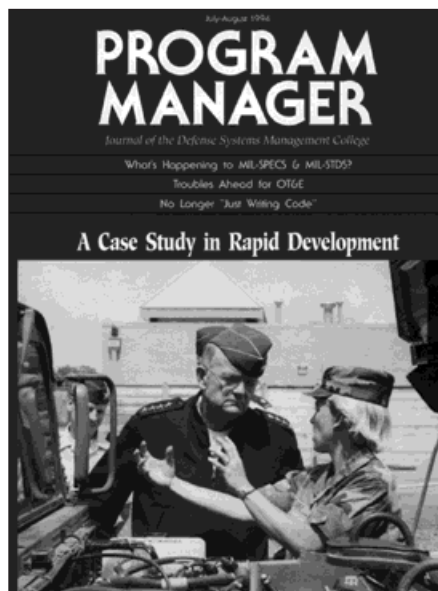
AGER MAGAZINE



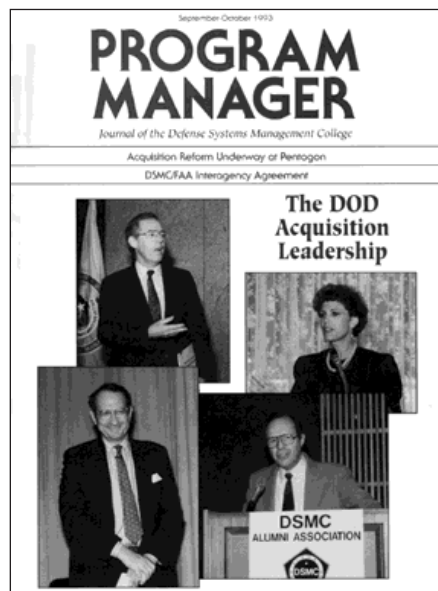
TRENDS, EVENTS, AND CURRENT THINKING AND DEFENSE SYSTEMS ACQUISITION



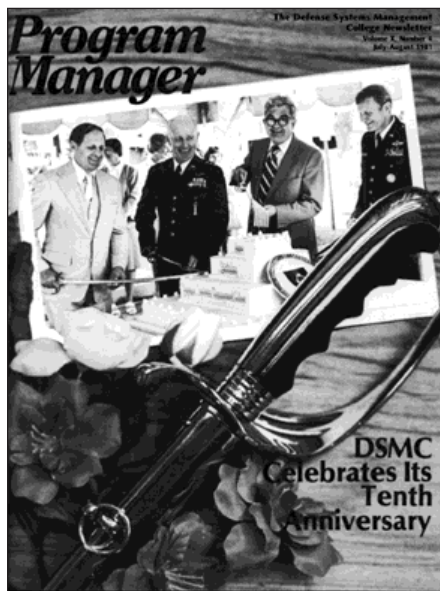
March-April 1995



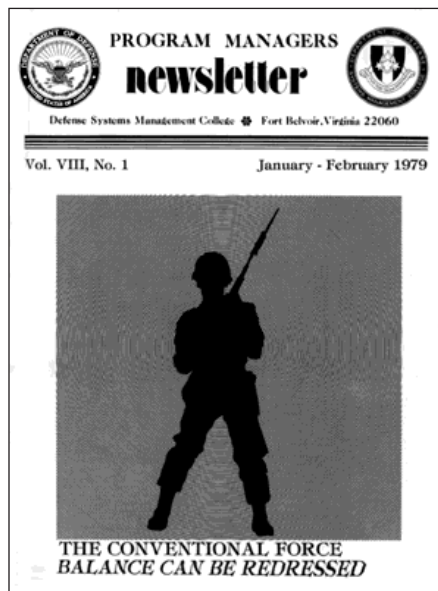
July-August 1994



September-October 1993



July-August 1981



January-February 1979



April 1972

became *Program Manager: the Defense Systems Management College Newsletter*. It contained a more reader-friendly, two-color format, and is the immediate ancestor of today's magazine.

In September 2000, *Program Manager* became the bi-monthly magazine of the Defense Acquisition University. Today's *Program Manager* averages 80 to 120 pages, reaches around 19,000 domestic and international readers in hard

copy, and reaches a growing readership in cyberspace. Published authors include faculty, former DAU-DSMC students, and senior government and defense industry acquisition executives throughout the acquisition community.

Program Manager remains DAU's primary outreach vehicle and an unofficial "voice" for the Under Secretary of Defense (Acquisition, Technology and Logistics) and the Deputy Under Secretary of Defense (Acquisition Reform).